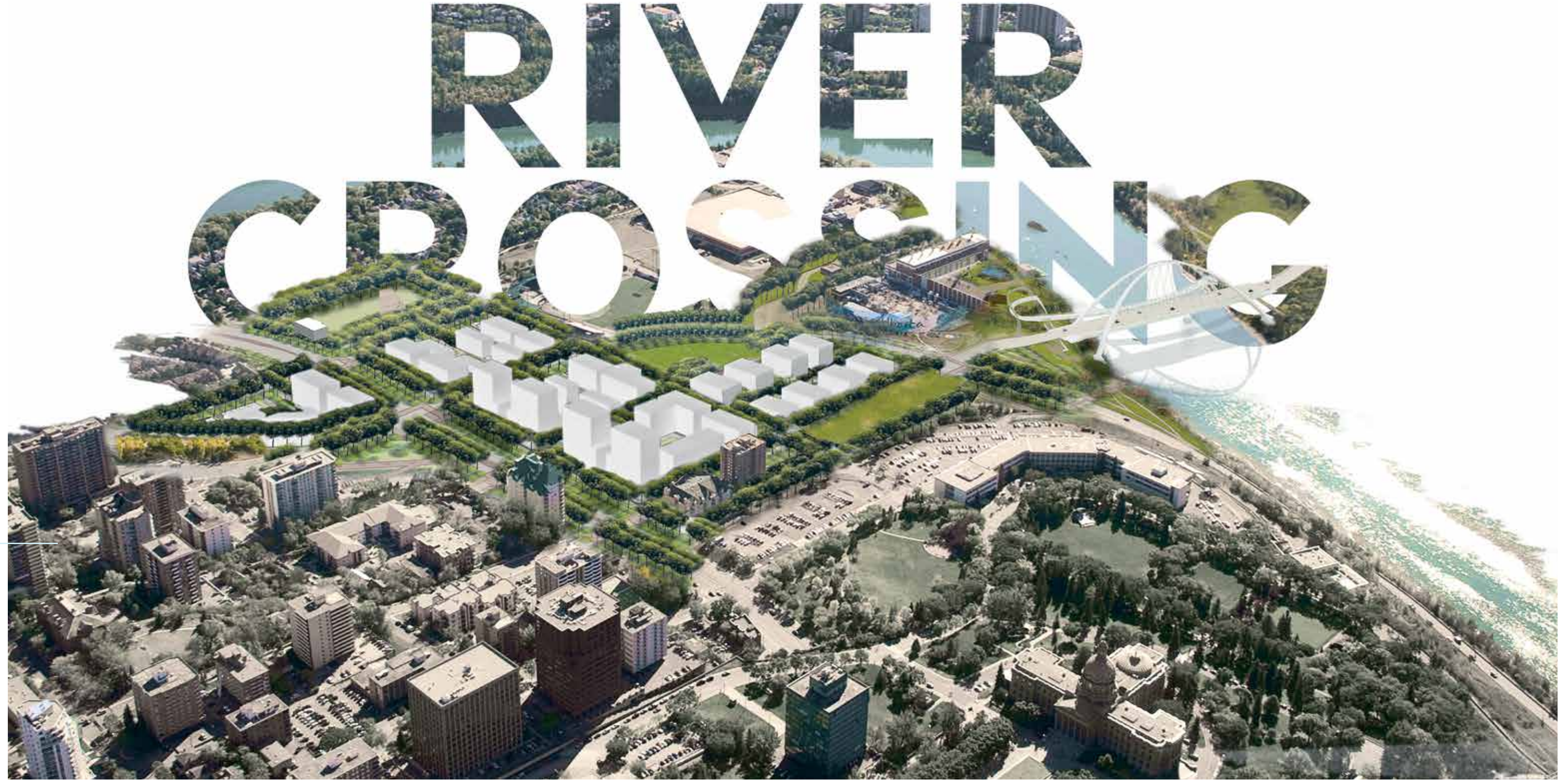
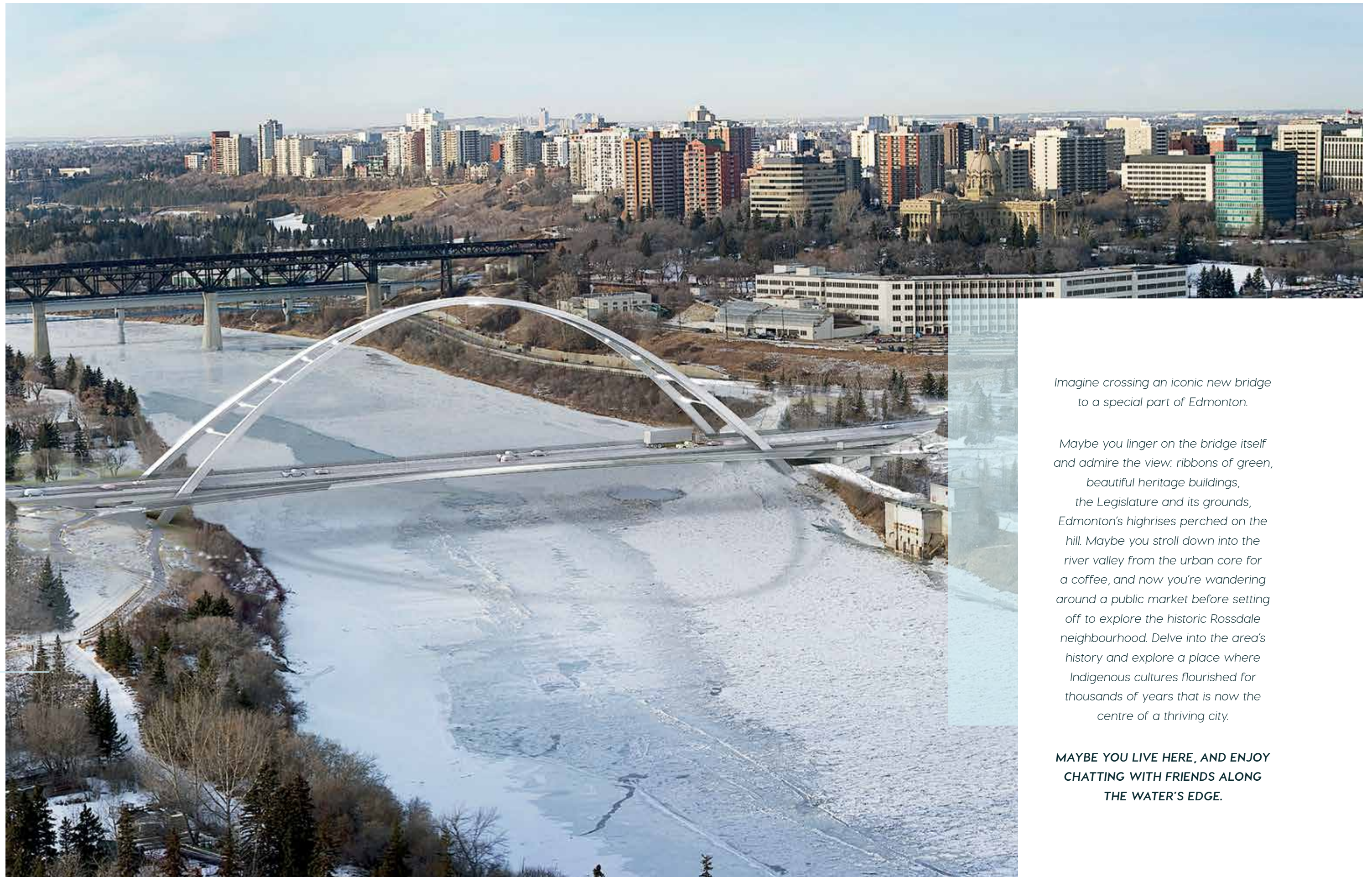




RIVER CROSSING A Place that is Alive with the Energy of Edmonton





*Imagine crossing an iconic new bridge
to a special part of Edmonton.*

*Maybe you linger on the bridge itself
and admire the view: ribbons of green,
beautiful heritage buildings,
the Legislature and its grounds,
Edmonton's highrises perched on the
hill. Maybe you stroll down into the
river valley from the urban core for
a coffee, and now you're wandering
around a public market before setting
off to explore the historic Rossdale
neighbourhood. Delve into the area's
history and explore a place where
Indigenous cultures flourished for
thousands of years that is now the
centre of a thriving city.*

**MAYBE YOU LIVE HERE, AND ENJOY
CHATting WITH FRIENDS ALONG
THE WATER'S EDGE.**

YOU'RE IN RIVER CROSSING.

A place that is alive with the energy of Edmonton – those who have come before us, those who are here today, and those who have yet to arrive. River Crossing represents a confluence of activity and vibrancy, where many of the pieces that make Edmonton great come together in one important place.

A place that embraces, respects, and celebrates our long history while creating excitement and enthusiasm about our future. It lies at the doorstep of the growing downtown to the north and the university and thriving neighbourhoods to the south.

**AN EXCEPTIONAL PLACE THAT
MAKES US PROUD TO CALL
EDMONTON HOME.**



RIVER CROSSING A Place that is Alive with the Energy of Edmonton





A PLACE OF CONNECTION

linking people from both sides of the North Saskatchewan, and connecting vibrant and attractive communities to bustling commercial centres.

River Crossing is a bridge between the orderly sidewalks of Rosedale and the wild valley trails that run east and west for as far as you wish to explore. River Crossing weaves our city together. It joins the river to the city, neighbourhoods to each other, and is the premier gateway into Edmonton's downtown. It allows people to move in different ways to expected and unexpected destinations.

A PLACE OF CONVERGENCE

where the distinct elements that make our city unique come together in one place. People travel from far and wide to enjoy music and shows, sports and recreation, local shops, savoury restaurants, and to touch the water's edge.

It invites us to come together in inspiring public spaces to express a relationship with our landscape, culture and community as we build new futures together in a place that is rooted in our past.



A PLACE TO CHERISH

*that's been at the heart of trade, travel,
kinship, spirituality, community,
and culture for thousands of years.
History here is long, layered, and deep.
River Crossing is where we can share
our stories.*

*It is where we can walk on the
same territory walked by Aboriginal
communities for thousands of years.
We can reflect upon the adjacent
legislature grounds, and look up
towards the two small towns that
merged to become our big city.
River Crossing anchors our city to
the bend in the river, and helps us
celebrate where we came from.*



RIVER CROSSING A Place that is Alive with the Energy of Edmonton





A PLACE OF COMMUNITY

that welcomes thousands of residents and newcomers who will find their homes, raise their families, and join the existing neighbourhood at Rosedale. River Crossing is a vibrant and diverse community nestled between nature and the urban beat of our city's downtown.

It will be a highly livable, walkable, and sustainable community that will invite neighbours to connect in ways that are intimate and authentic. It is a special place that will honour and respect its Indigenous past while creating a new community for us all.

A PLACE THAT COMMUNICATES

who we are, where we've been,
and what we are becoming as one
of Canada's fastest growing and most
dynamic cities. This is River Crossing.
Our past. Our opportunity. Our future.



